CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

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Empire-Universal Gets Disney Deal

On The beam

By JAY L. SMITH

As is always the case when the need arises, the entertainment world around Toronto has rallied to the cause, and is going all-out to raise funds for the relief of victims of the recent disastrous Hurricane Hazel. Radio, Sports, Television, and now the Motion Picture Industry are all participating in order to raise the $10,000,000 which has been set as the objective of the official Flood Relief fund. Already, well over $2,000,000 has been raised, and the first cheques have been given out to some of those who were completely wiped out in those chaotic few hours, the night of October 15th.

One of the first men in the entertainment field to go all-out to aid the victims, was Ken Soble, owner of Hamilton Television Station, CKCH-TV, who conducted a Telethon that lasted for hours, with several thousand dollars received in donations. Other radio and television stations have followed suit.

The re-opening of Yonge St. in Toronto, orginally scheduled as a holiday-fiesta, with street dancing, etc., was quickly converted into a fund-raising project, and Metro - Goldwyn - Mayer had Elaine Stewart, star of "Brigadoon" flown up to Toronto to lend a helping hand. Close to $80,000 was taken in on Yonge St. last Wednesday evening, with further donations still coming in.

The Canadian Moving Picture Digest has undertaken to act as a central agency for recording, collecting, forwarding and reporting to the official

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Vanishing Prairie First Release 20,000 Leagues In 'Scope-Xmas

The announcement from Empire-Universal of their franchise with Walt Disney Productions has put an end to the many rumors that have permeated the industry since Disney ended his lengthy relationship with RKO. The announcement follows:

A. W. Perry, President of Empire-Universal Films, Limited, and Roy O. Disney, President of Walt Disney Productions, announced last week a franchise with Empire-Universal Films, Limited, for the distribution in Canada of three of the Disney Studio's forthcoming feature productions, "20,000 Leagues Un-

(Continued on Page 4)

New Odeon Theatre For Moncton N.B.

In Moncton The Odeon Company has awarded contract for construction of its new Kent theatre, to be erected on the site of the old one which was destroyed

(Continued on Page 4)

Children's Film Library Holds National Convention In Toronto

The Convention of the National Representatives of the Children's Film Library, at the Village Theatre, Tuesday, Oct. 19, 1954, was convened by its National Chairman, Mrs. McCutcheon. The meeting acted as a workshop, to refresh and instruct the representatives in the art of acting as critics for pictures. The Film Industry was represented by Peter Myers, Clare Appel and Bert Brown. The entire meeting was tape recorded so that those unable to attend, on account

(Continued on Page 2)

Dominion Sound In New Toronto Offices

Dominion Sound moved to their new location at 45 Wingold Ave., Toronto 10, on the week end of October 22nd. The telephone number is RUssell 1-6161.

This is a new building of approx-

(Continued on Page 2)

Keep your eye on

A. W. PERRY
(See Page 3)

Columbia's Montague Asks Can. Aid For Will Rogers Hospital

The Digest as a result of many inquiries asking for further information about the Will Rogers Memorial Hospital Fund, obtained the following report from the Fund's President, A. Montague.

It has occurred to me that now, at the beginning of the 5th Annual Christmas Salute to patients at the Will Rogers Memorial Hospital, I should report to you and other members of the Motion Picture Industry in Canada who have been so generous in supporting this most worthy industry project.

More than twelve hundred mem-

(Continued on Page 6)

1955 VARIETY CLUB TENT 28 CREW

HERB ALLEN
GEORGE ALTMAN
CLARE APPEL
LOUIS DAVIDSON
JACK FITZGIBBONS
DAVID GRIESDORF
MONTY HALL
PAUL JOHNSTON
DAN KRENDEL
HARRY MANDELL
ERNEST RAWLEY

Teamwork In Action From Crawley Films

"Teamwork in Action", a dramatic 33-minute film which documents the compensation and rehabilitation services available to approximately 1,350,000 persons covered by Workmen's Compensation Act of Ontario was previewed last Friday for press and radio representatives.

Produced by Crawley Films Ltd. for the Workmen's Compensation

(Continued on Page 5)

UA's Benjamin Drive Hits Record Billings

The first six-week lap of United Artists' Robert S. Benjamin Drive has racked up the highest weekly average billings ever recorded by the company in a sustained period, it was announced by co-captain B.

(Continued on Page 2)

19 ALLIED THEATRES RAISE $5,281.95 FOR ONTARIO HURRICANE RELIEF FUND

On the Beam

(Continued from Page 1)

committee all contributions made by the Motion Picture Industry to the Flood Relief Fund. Some Toronto exchanges have already started collections among employees for the fund. Allied industries are being asked to act similarly. Free films are being provided by Member Companies of the C.M.P.D.A. for a number of Sunday evening Benefit Shows, including 19 Allied Theatres, and 3 Premier Theatres held last Sunday evening. Other contributions to the Fund are being considered by all branches of the Industry.

The need is very great. Estimated damage in the Metropolitan Toronto area as a result of the Flood is over $100,000,000. Loss of life will probably hit the 100 mark. Give generously, to the maximum of your ability. No contribution is too small, or too large. Make all cheques payable to the Ontario Hurricane Relief Fund, and forward them to the Canadian Moving Picture Digest, 21 Dundas Square, Toronto. Do it NOW!

FILM LIBRARY

(Continued from Page 1)

of the hurricane, would get the full text of the meeting, and Mrs. Marjorie Dawson's talk, in which she summarized the eyes through which we should look at motion pictures. The Children's Film Library has now expanded to include Family Groups, and pictures are judged on several bases, children to twelve, over twelve, and family groups.

Mrs. Dawson said it was very important to understand the importance of the keynote to pictures, the word "Entertainment," that is what they were looking for, and to judge a picture, not by what you like, but whether the picture was well done and entertaining for the type of picture it represented. She cited the young, inexperienced re-

(Continued on Page 3)

DOMINION SOUND

(Continued from Page 1)

imately 15,000 square feet. With an increase in office and warehouse facilities Dominion Sound will be in a much better position to service customers' inquiries and orders. The location is about mid-way between Eglinton and Lawrence on Dufferein Street, and about one block to the west on Wingold Ave.

Allied Artists Schedules 37 Films For 54-55 Season-Two In 'Scope

Thirty-seven films for the 1954-55 season, 12 of which will spearhead releases during the next 10 months, were announced by Walter Mirisch, executive producer, at the annual Allied Artists national sales convention in the Blackstone Hotel two weeks ago.

Heading the Canadian delegates to the convention, N. A. Taylor, president of Allied Artists Pictures of Canada Limited, spoke briefly. Other Canadians in attendance at the three-day convention at the Blackstone Hotel were: D. V. Rosen, Canadian general manager; Jack Bernstein, Canadian general sales manager; Harry M. Mandell, vice-president of Allied Artists Pictures of Canada Limited; Oscar M. Hanson, producer's representative in Canada and Larry Stephens, in charge of AA's advertising and publicity on this side of the border.

MacGregor Scott and Tony Morris, general sales manager and overseas sales manager, respectively, of Associated British-Pathe, distributors of AA's product in Britain, joined the delegates in Chicago in time for the meetings.

In revealing the company's product for the new season, including at least two films in CinemaScope and seven in Technicolor, Mirisch disclosed that it represents the greatest boxoffice potential in the company's history, and by far reflects the company's heaviest investment in production.

"I am certain," he told the salesmen from all key cities in the nation, "this program will result in Allied Artists' greatest year at the boxoffice.

The sessions were opened by Edward Morey, vice-president, who introduced Morey R. Goldstein, v-p and general sales manager, who presided.

Goldstein discussed sales plans for the new season and current liquidations. Following his address he introduced John C. Flinn, director of advertising and publicity who outlined general advertising and promotional plans in the United States and Canada, for the coming year.

The company has completed a two-reel short subject, "This Is Allied Artists" which will be screened for exhibitors throughout the world to acquaint them with the company's expanded 1954-55 production plans.

The two-reeler, filmed in color, features executive producer Walter Mirisch introducing scenes from several recently completed productions, including "The Annapolis Story," "Shotgun," "Tonight's The Night," "The Black Prince," "The Big Combo" and "John Brown's Raiders." Mirisch also discusses stars, producers and story properties lined up for the near future.

BIG BIZ FOR U.A.

United Artists' "Down Three Dark Streets" opened to record-setting business at the United Artists Theatre, San Francisco, matching grosses with "Moulin Rouge" and "The Moon Is Blue."

ROSENFELD,
Blanche Ruth Burditt —
On Friday, Oct. 22, 1954, at New Mount Sinai hospital, Toronto, Blanche Ruth, beloved wife of Louis Rosenfeld, 120 Rosedale Heights drive Toronto, dear mother of Mrs. John Mirsky (Marion) of Ottawa, and Gurston Rosenfeld of Toronto, sister of Mrs. John Hudson, and Malcolm Burditt of Parry Sound, Ont. Service was at Holy Blossom Temple, Sunday afternoon at 1 o'clock. Interment Holy Blossom Memorial Park.

UA'S DRIVE

(Continued from Page 1)

G. Kranze, general sales manager for UA.

The salute to UA's Chairman of the Board, which has established itself as by far the most successful sales effort in the company's history, has compiled billings averaging more than $744,000 a week for the six-week period, with totals for the sixth week alone exceeding $1,000,000.

The Drive, which will award $50,000 in prizes to the winners among United Artists' 32 competing branches, supports the "blockbuster-a-month" releasing program announced recently by President Arthur B. Krim.

The 32 UA branches in the United States and Canada, are competing in three groups of equal grossing potential. Cash prizes will be awarded to the winning exchanges in each group at the end of each lap and again at the completion of the Drive.

W.B. SIGN LIBERACE

Jack L. Warner announced that Liberace has been signed by his company to star in "Sincerely Yours," title of the picture has been taken from the pianist's popular record album.

MAKE YOUR RESERVATIONS NOW!

For the Annual

Meeting and Luncheon

of the

MOTION PICTURE THEATRES ASSOCIATION of ONTARIO

to be held

THURSDAY, NOVEMBER 25th, 1954

at the

KING EDWARD HOTEL, TORONTO

REGISTRATION	BUSINESS MEETING	LUNCHEON
9.30 A.M.	10 A.M.	1 P.M.

ARTHUR L. MAYER, Guest Speaker

Motion Picture Theatres Association of Ontario
ARCH H. JOLLEY, Secretary
21 Dundas Square EM. 4-9630 Toronto, Ont.

Be Sure to Visit the Movie Trade Show!

Boasberg Toasted At NY Luncheon

Approximately 500 leading figures in exhibition and distribution attended a luncheon at the Sheraton Astor Hotel in New York last Thursday honoring Charles Boasberg on the occasion of his new association with Distributors Corp. of America, of which he is general manager.

Robert J. O'Donnell of Interstate Circuit, Texas, acted as toastmaster, and was aided and abetted by a selection of able speakers.

Sharing in the salutations were Fred Schwartz, president and founder of D.C.A., and Irving Wormser, newly appointed vice-president and general sales manager, not to mention the new company itself.

Keep Your Eyes On

ALF PERRY

"These Canadians of the film industry are a stalwart lot, capable of a superman-sized job—huskies who won't take whoa for an answer. Wherever there is business to be gotten, they stalk out into those great open spaces—and bag it. Constantly challenged by fresh frontiers and new horizons—they forge on against all odds with the firm will-to-succeed. These intrepid men have a way of pioneering their way through the most formidable and forbidding obstacles. There's stuff for a real saga in some of their selling exploits that extend to the deep wilderness."

This tribute to Alf Perry and to his Empire-Universal organization sums up to a T the man our Industry has come to know. But there is another side that many are not aware of. It is a picture of a warm, good-hearted, laughing personality that could find the time to help and aid many in our industry, that found the time to coin a description that will stand forever in the history of our business, "Ray Lewis, First Lady Of The Motion Picture Industry." This is also Alf Perry.

Perry joined the industry in 1916 with Universal in Toronto, went to Mutual Films in 1918 (later becoming Regal Films), to United Artists, Warner Bros. and back to Empire-Universal which at that time was known as Empire Films. Today Alf Perry is President and General Manager of Empire-Universal and has "bagged it" again, this time the Walt Disney product.

Across the Country

Toronto and District

J. J. Fitzgibbons, Jr., general manager of Theatre Confections Limited, is ready for the annual convention of the International Popcorn Association of which he is the president. The meetings are scheduled for Nov. 1-4 at the Conrad Hilton in Chicago.

Other Canadians are expecting to attend not only this convention but the annual conference of the Theatre Equipment Dealers Association in the same hotel during the week.

• • •

Leonard W. Brockington, president of J. Arthur Rank companies in Canada, was the chief speaker at a joint gathering of 1,100 students and graduates at Queen's University, which was in commemoration of the Medical Centenary of the University at Kingston of which he is the rector.

• • •

Barkers of Toronto Tent No. 28 are already studying plans for attendance at the 19th annual convention of Variety Clubs International at Los Angeles May 4-7. Toronto delegates will be appointed but other members expect to make up a party for the big program, according to Chief Barker W. A .Summerville, Jr.

• • •

Manager George Shepherd of the Odeon Theatre at Peterborough called off the Saturday morning program of his Movie Club on Oct. 16 for a good reason. Technicians were putting the finishing touches on a new mammoth screen for the theatre.

Prairies

An officer of the fire department will check Regina theatres on Saturdays and other occasions when special children's shows are held to make certain there is no overcrowding, city council has decided. Action stemmed from a complaint to the fire department that the aisles of one theatre were almosl completey blocked by children on a recent Saturday.

• • •

New drive-in at Edmonton is the Belmont, which boasts the only all-steel CinemaScope screen in Alberta. Manager is C. Rapp.

• • •

Gene Autry and his vaudeville troupe played Moose Jaw, Medicine Hat and Calgary recently. Autry's performers included his movie sidekick Pat Buttram and comedian Rufe Davis.

• • •

Capitol Theatre at Kamsack, Sask., managed by W. Welykholowa, is being renovated for installation of a CinemaScope screen.

Maritimes

Mrs. Daisy Donaldson, long-time cashier at the Capitol Theatre, Woodstock, N.B., can boast a very clever son. Her son Allan received his B.A. degree at the U.N.B. in 1950 and was awarded his M.A. with honors in 1951. He spent two years at the University of London after receiving his Beaverbrook Overseas Scholarship and was awarded his M.A. there early this year. He has now received a teaching appointment at the U.N.B.

• • •

Mr. Peter Herschorn has been making a business tour of the Franklin-Herschorn Circuit. Last week he was in Sydney, Nova Scotia, conferring with Mr. Tom Mackey of the Midway Drive-In Theatre. All the Franklin-Herschorn Drive-In theatres will close for the season on October 30th.

• • •

Mr. Carleton Brown, Supervisor of the Franklin-Herschorn Circuit who succeeded Mr. P. J. Dwyer is planning to take his vacation shortly and will re-visit his former home in the United States.

• • •

Mr. Sam Babb is one of the executives in the Saint John Stamp Club. $100,000 worth of stamps will be on display by a Philatelist Society in the Admiral Beatty Hotel on November 12th.

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FILM LIBRARY

(Continued from Page 2)

viewer, who came to her with a sad face relating the fact that the Martin and Lewis picture she had just seen had "no social significance." Mrs. Dawson explained, that what you looked for in a Martin and Lewis picture was not social significance, but social entertainment. She further stated that the reviewer should be a guide post, and the function was to recommend, not tear down the picture. Mrs. Dawson then explained different types of picture, commencing with heavy drama and working down to slapstick, she explained each in detail, and remarked that each had its followers

She also said that in the United States, they had a new committee formed to look at specialized films, and that this body had recommended "Caine Mutiny" as an important picture for teachers to see, in order to learn the importance of human relationships, and that this picture had been viewed by a great many teachers in the United States for that purpose. She said that "Caine Mutiny" was the kind of picture she would advise her audience to "Run, do not walk to the nearest theatre."

Mrs. Dawson was the person who originated the "Wiggle Test" which is now being used in most countries: the children's pictures are taken while they are watching the film (taken in infra-red photography so that they do not know it) and you can gauge how they are enjoying the film by their reactions.

When asked whether she felt the film industry were cooperating with her, she was very definite in her approval, and said that they had been cooperating to the best of their ability.

Bert Brown gave a short talk and told the audience that the theatre companies were one of the largest industries operating without an inventory, he stated that it is silly to think that you are fooling the children, because if you do, you are only fooling yourself.

The afternoon session was taken up with the filming of two pictures, the first "Hansel and Gretel," a Michael Mayerburg production released by RKO. The picture is the story of Hansel and Gretel done by puppets, which are very unusual as they are electronically controlled. The second picture was MGM's "Gypsy Colt."

The convention also discussed plans for future workshops.

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A. W. PERRY

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der the Sea", "The Vanishing Prairie" and "The Little Outlaw."

The franchise was negotiated by Leo F. Samuels, President of Buena Vista and Mr. Paul L. Nathanson and Alf Perry of Empire-Universal Films.

The franchise is unprecedented for Disney in the Western hemisphere and follows the company's policy of releasing its product in the foreign field only through the most important distribution organizations, and in the selection of Empire-Universal Films, Limited, for its long standing record of many years for the distribution of outstanding product and achievement. In the United States the pictures will be released by Buena Vista and in the United Kingdom by the Buena Vista subsidiary, Walt Disney Film Distributors, Ltd.

Alf Perry advises the first picture to be released in Canada by Empire-Universal Films will be "The Vanishing Prairie", Disney's newest true-life adventure film currently showing in the United States and setting box office records throughout. Perry advises this picture will be made available to theatres in Canada immediately.

"20,000 Leagues Under the Sea", Walt Disney's first live-action feature in CinemaScope with high fidelity stereophonic sound will be released in Canada at Christmas and will be shown in all key centres. Alf Perry stated that in his opinion this is one of the greatest box office pictures that Walt Disney has ever produced. The film is based on the celebrated Jules Verne novel and was made at a cost of $5,000,000, and stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

The third production set for Canadian release is "The Little Outlaw," a live-action Technicolor Disney production filmed in Mexico, starring Pedro Armendariz. The film has authentic background and locales and is of unusual interest with exceptional appeal.

ODEON THEATRE

(Continued from Page 1)

six years ago.

Announcement was made by C. R. B. Salmon, vice-president of Odeon Theatres (Canada) Limited who was in the city in conference with Hon. T. Babbitt Parlee, Q.C. legal advisor, and officials of Ambrose Wheeler Ltd. to whom the contract has been let.

In the same block is the new Franklin-Herschorn theatre where work has been under-way for some time.

Foto-Nite Promotion Interesting Public Relations Aid In Brandon

Mr. Turoldo, Capitol, Brandon, arranged for a Foto-Nite stage presentation which was not only highly interesting but a top piece of exploitation and promotion, and particularly good public relations.

Mr. Turoldo arranged with the Fire Department to co-operate with him and his Foto-Nite stage presentation during Fire Prevention Week—October 3 to October 9.

It was arranged with the local Fire Chief to have 4 firemen appear on stage on Foto-Nite. These firemen were the Foto-Nite contestants for the evening and at the same time they got their message about Fire Prevention across to a capacity house.

For his contest Mr. Turoldo arranged that the 4 firemen be asked a series of questions, by the Foto-Nite Master of Ceremonies, and the winner of the contest was determined by the audience applause. The audience, of course, was encouraged to select the contest winner on a basis of proper diction, smartness of answers, most informative, etc.

Mr. Turoldo received from the Fire Chief in Brandon a very fine letter thanking him for the wonderful support given to Fire Prevention Week, and the opportunity of speaking before a capacity theatre. In the same letter Mr. Turoldo was thanked for the part he played in Fire Prevention Week and it is emphasized that such co-operation reduces the loss of human life and property through fire.

Mr. Turoldo already has plans under way for similar Foto-Nite contest tie-ins with other public affairs such as: "Clean Up Week", "Safety Week", etc. For these affairs he is arranging to have city officials as well as Board of Trade and Chamber of Commerce representatives appear on the stage.

MONTAGUE

(Continued from Page 1)

bers of our great Amusement Industry have already been healed of tuberculosis at our Will Rogers Hospital, more than twelve hundred have been cured of this wasteful disease, and returned to useful and happy lives! In 1953 sixty-nine new patients were admitted to the hospital, and forty-eight were discharged. In September alone, our record month for discharges, fourteen cases were healed and sent home to their families.

Our Will Rogers Hospital has an enviable record of over 94% in cures, and has, with the help of the new antibiotics, drugs and improved surgical techniques, reduced the average length of stay of a patient from 778 days to 391 days. In fact, during the past five years the time required to effect a complete cure of tuberculosis has been cut in half!

We are now engaged in intensified research, hoping to find an anti-tuberculosis vaccine. This stepped-up Research Progarm, with its expanded research facilities, is keyed for a continuing fight against tuberculosis. A competent staff, most modern equipment, and alert, analytical scientific thinking are united in a concentrated search for better and faster methods of healing and of preventing the disease.

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AT THE ALLIED ARTISTS CONVENTION IN THE BLACKSTONE HOTEL, CHICAGO OCTOBER 13th - 14th - 15th, 1954

Seated, left to right: MacGregor Scott, general sales manager of Associated British-Pathe; N. A. Taylor, president of Allied Artists Pictures of Canada Ltd.; Steve Broidy, president of Allied Artists Pictures. Standing, left to right: Larry Stephens, A-A's advertising and publicity chief in Canada; Tony Morris, overseas sales manager of Associated British-Pathe; Douglas V. Rosen, general manager; Harry M. Mandell, vice-president, and Jack Bernstein, general sales manager of Allied Artists Pictures of Canada Limited.

CinemaScope For Brantford Theatre

Ben Schacher of the College Theatre, Brantford, has announced the installation of CinemaScope in the 550-seat house. The new technique has also been installed in the Westdale, a 600-seat suburban theatre in Hamilton, operated by Sardo Bros. CinemaScopes are now to be found in quite a number of smaller theatres in Ontario.

Clappison Drive-In Aids Storm Fund

One of the first to come to the aid of flood sufferers in the Toronto district, was the Clappison Drive-in, near Waterdown, which staged a benefit show the night of Oct. 19, for which Warner Bros. donated the feature, "Captain Horatio Hornblower." The staff of the drive-in, including members of Projectionists Local 303 of Hamilton, donated their services and announcement was made that all boxoffice receipts were being donated to the Ontario Hurricane Relief Fund.

ASN Shutters Stills

In order to concentrate fully on motion picture production, Associated Screen News is closing its still photo departments at the end of October, including branches in several areas of Canada.

NFB
This month
EYE WITNESS
reports on
SURVEY OF PAKISTAN
FOR COLOMBO PLAN
by
CANADIAN PLANES
(Ask for Eye Witness 66)
BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES
EVERY MONTH THROUGH
COLUMBIA PICTURES

Paramount Releases The Girl Rush

Y. Frank Freeman, Vice-President in charge of Paramount Studios and Frederick Brisson, in behalf of Floyd B. Odlum of Atlas Corp., who controls Independent Artists Pictures, Inc., have concluded a deal whereby the $2,500,000 Technicolor musical-comedy "The Girl Rush," starring Rosalind Russell, will be produced at Paramount Studios and distributed by Paramount Pictures.

The film has been in preparation at RKO studios for the past few months. Since "The Girl Rush," which is the first musical about fabulous Las Vegas, is being produced in VistaVision, which was developed by Paramount, circumstances made it more desirable for Brisson to move the production company to Paramount and thereby benefit from their research and technical handling, since Paramount is completely geared to VistaVision productions.

"The Girl Rush" will be Miss Russell's first musical in motion pictures and her first film since her Broadway "Wonderful Town" hit, which grossed more than $3,500,000 in just 14 months.

WARNER-JAGUAR DEAL

A new long-term agreement has been set by Warners with Alan Ladd's Jaguar Productions.

20th-Fox Holds 2-Day Canadian Sales Meeting On 'Scope Anniv.

The two day 20th Century-Fox Corporation, Canadian Sales Meetin, latest of a series of regional conferences called by Al Lichtman, to formulate plans on forthcoming releases was held at the Royal York Hotel, Toronto, October, 21 to 22.

Directing the two day meeting, were W. C. Gehring, Executive Assistant Sales Manager, Arthur Silverstone, Assistant General Sales Manager, Clarence A. Hill, Manager of Branch Operations and Peter S. Myers, Canadian Division Manager.

The various sessions held during the 2-day meeting covered discussions regarding a new sales policy which is designed to meet each possibility individually and the handling of CinemaScope releases for the remainder of 1954, to mention a few of them:

"Black Widow," "Desiree," "Carmen Jones," and Irving Berlin's "There's No Business Like Show Business," and standard films (2-D), to be released — "The Outlaw's Daughter," "Devil's Harbor" and "The Other Woman" and short subjects.

The following Canadian personnel attended — Jim Patterson, Vancouver Branch Manager; Bob Cringan, Calgary branch manager and his salesman, J. Gow; Joe Huber, Winnipeg Branch Manager and his salesman, Al Laubenstein; Gerry Chernoff, Montreal Branch Manager, Montreal Booker, Art Quintel and Salesman, Bud Stein; Reg March, St. John Branch Manager and his Salesmen Gerald Cass; From Toronto, Branch Manager Victor Beattie, Bookers, Harry Wiseman, James Powis, Bill Turrell, Salesmen, Gordon Lightstone Jr. and Dawson Exely, Bill Reid, Adsales, Emily Barrett, Executive Assistant to Peter Myers and Sam Glasier, Canadian Exploitation Manager.

CinemaScope Record

Number of CinemaScope theatres, worldwide, 11,100.

Number of CinemaScope theatres, U.S. and Canada, 8,100.

Number of CinemaScope theatres in Canada, 452.

Number of CinemaScope pictures, 97.

Now in release, in production or preparation, 84.

To be produced abroad, 10.

Already produced abroad, 3.

CRAWLEY

(Continued from Page 1)

Board, the film effectively illustrates the co-operative teamwork of employers, workmen, the medical profession, and the W.C.B., as represented by its staff, in the treatment and rehabilitation of injured workmen and in getting them back to work at their same job. The film will be available for distribution without charge.

The Workmen's Compensation Act of Ontario was enacted in 1915 and during the intervening years has become a model for international study. It is recognized as being one of the most outstanding compensation plans in the world.

TED ATKINSON, appointed Montreal Sales Manager for Alliance Films.

Across the Country

(Continued from Page 3)

Frank Markey, supervisor of Western Canada for Audio Pictures, formerly working out of Winnipeg, will make his headquarers in Vancouver. Wally Hopp, International-Cinema manager, is happy with the business being racked up by "Sins of Rome."

• • •

Gary Cooper, Hollywood star and his "buddy" Pat de Cicco, president of Bon Bon Candy Co., New York, were in town on their way to the Cariboo on a hunting trip. They were entertained here by old friends Ivan Ackery, Orpheum manager and Wally Hopp, Cinema manager.

• • •

Al Shackleford, Famous Player partner in four Lethbridge, S. Alberta theatres, was re-elected Mayor of Lethbridge City. Shackleford is also president of Alberta Exhibitors Association.

• • •

The Odeon-Kingsway closed for renovations, reopened Oct. 21.

• • •

Maynard Joiner, FPCC supervisor, called back from a California holiday to attend the funeral of his grandchild.

• • •

The Odeon theatre at Duncan on Vancouver Island, closed for enlargement from 449-seats to 800, will reopen on Nov. 1st. The new Paramount, a 1,000-seater at Kamloops, will open by the first of 1955. Fruitvale, between Trail and Nelson, will have a 400-seat, 35 mm. theatre built by Penticton interests. Town was formerly serviced by a 15 mm. outfit. New house will cost around $75,000.

• • •

All FPCC outside theatres in B.C. except Chilliwack, are now equipped for CinemaScope. Penticton in the B.C. fruit belt, will have a second drive-in theatre in 1955.

YOUR BEST BUY!

Tushinsky Bros.' Variable Anamorphic

SUPERSCOPE LENS*

These lenses are adaptable for

CINEMASCOPE

SUPERSCOPE

VISTAVISION

ONLY $995 PER PAIR

Compare before you buy — for the best anamorphic lens

It's SUPERSCOPE

Available from

THEATRE POSTER SERVICE LTD.

250 Victoria St. Toronto

157 Rupert St. Winnipeg

*Trademark Reg. Patents Pending

Republic Releases Five JARO Films

Arrangements have been completed for the distribution by the Republic Pictures Corporation in the U.S.A. and in Latin America of five British-made productions of the J. Arthur Rank Organization.

The films are "Doctor in the House," a Technicolor comedy featuring Dirk Bogarde, Muriel Paclow, Kenneth More and Donald Sinden; "Trouble In Store," a comedy co-starring Norman Wisdom and Margaret Rutherford; "Forbidden Cargo," a melodrama; "A Day To Remember," romantic comedy, and "The Square Ring," a sports drama.

Charles Chaplin Plans New Film

Charles Chaplin announced in London that he planned to make a movie spoofing the United States.

It will "not be bitter but very funny," the comedian said. He added that the film would be "the story of a little man from Europe who goes to America expecting to find everything wonderful, and then . . ."

Mr. Chaplin said the little man would have a small black mustache and a cane but "he will be very respectably dressed and will have plenty of money." He added that he had not yet finished the script.

Disney Shorts Will Continue Under RKO

RKO Radio will continue to distribute the Walt Disney short subjects, according to James R. Grainger, RKO president. Grainger said the present contract under which the Disney subjects are released by RKO has about three years to run.

Bert Brown Back To F.P. Publicity Dept.

A. E. Brown will return to the publicity department of Famous Players Canadian Corporation on November 1st, it was announced by James E. Nairn, director of Public Relations and Advertising.

Bert Brown, who had been associated for many years with the publicity department in various capacities, had recently headed the Remington air-conditioning unit of General Theatre Supply Company.

In the Publicity Department Bert Brown's assignment will be the handling of special "off-beat" feature films for the circuit. His particular job will be to follow through on these pictures by working out special exploitation and advertising campaigns and in many cases personally visiting theatres in the field to help the managers sell these attractions.

His first assignment will be the selling of MGM's "Julius Caesar."

Bert started his career with Famous Players as an usher and graduated into the position of assistant manager at the Tivoli Theatre, Hamilton, and later became manager of the Palace Theatre there. He was later brought into the publicity department to service theatres in Ontario. While at Head Office he did much to develop the Children's Film Library and the sale of books of theatre tickets. During the war he enlisted in the Royal Canadian Navy and became executive officer of the service show, "Meet The Navy" which toured Canada and the battlefronts of Europe.

WATERFRONT AWARD

Second European award for Columbia's "On The Waterfront" is the Edinburgh Film Festival diploma of merit. The film received high honors at the Venice Film Festival recently.

MONTAGUE

(Continued from Page 4)

The prevention of the disease is presently the most important job to be done, for this has not kept pace with the development of curative practice.

It is a signal tribute to the humane and foresighted thinking of our great Amusement Industry — that we have provided the Will Rogers Memorial Hospital. For the hospital has done, and is doing, immeasurable good for 'our own' industry employees, and for all mankind. The Will Rogers Hospital is the only hospital owned by an industry. We are blessed with this unique privilege.

The Annual Christmas Salute, now being conducted, is the principle source of income for our hospital. Thus it becomes the responsibility of everyone in the industry to help support it through contributions to the Christmas Salute. Everyone is protected—everyone should share.

Last year a total of $150,000 was contributed to the Christmas Salute by 115,000 industry employees in the United States and Canada. Our goal this year in $250,000, and 200,000 signature on the Scroll. It is imperative that we reach it, for increasing responsibilities — more cases, more cures, more research have imposed a heavier work-load on the hospital than ever before.

Ontario Hurricane Relief Fund Donations

Mavety Film Delibery Staff & Management	**$150.00**
Warner Bros., Toronto Br.	**44.00**
Alliance Films Ltd.	**41.00**
The Digest	**15.00**
Allied Theatres Sunday Benefit	**5,281.95**
MGM Toronto Branch	**158.00**
20th-Fox Toronto Branch	**116.50**
Paramount Toronto Staff	**80.00**

Imperial Oil Film Benefits Var. Village

William Summerville, Jr., Chief Barker of Toronto's Variety Club has announced that the Heart Fund of Variety Club will be richer by $10,000. J. J. Fitzgibbons, president of Famous Players Canadian Corporation and a number of associates, are breaking an iron-clad rule by presenting a commercial film on their screens. The film, a single reel short subject sponsored by the Imperial Oil Company, will be shown on the screens of Famous Players and affiliated theatres and Imperial Oil Company in return will send a cheque for $10,000 to the Heart Fund of Variety. Every cent in the Heart Fund of Variety is devoted to the operation and maintenance of Variety Village.

The film, which has been produced in Eastman color by the Rapid Grip & Batten studios in Toronto, will feature the singers and dancers from Trinidad who were one of the big hits at this year's Canadian National Exhibition. They sang and danced to the accompaniment of tuned drums made from empty Esso oil drums. The members of the Esso Steel Band recorded their music just before their return home.

Mr. Fitzgibbons announced that his company would present the commercial short subject in its theatres to aid the Heart Fund of Variety which is in need of assistance. Usually a theatrical benefit performance provides the necessary funds but this year, due to union disputes, such a performance could not be arranged. Mr. Fitzgibbons urged all associates of Famous Players to present the reel as a service to Variety Village.

MURRAY BRISKIN TO ASSOCIATED SCREEN NEWS

Murray Briskin has joined Associated Screen News in Montreal in the capacity of executive assistant to President Maxwell Cummings.

At Twentieth Century-Fox's Canadian Sales Meeting, Royal York Hotel, October 21, 22

FRONT ROW L. to R.: Gerry Chernoff, Montreal, Branch Manager, Arthur Silverstone, Assistant General Sales Manager, W. C. Gehring, Executive Assistant Sales Manager, Peter S. Myers, Canadian Division Manager; Clarence A. Hill, Manager Branch Operations; Emily Barrett, Executive Assistant to Peter Myers.

BACK ROW L. to R.: Sam Glasier, Exploitation manager; Joe Huber, Winnipeg Branch Manager, A. Laubenstein, Winnipeg Salesman, Bud Stein, Montreal Salesman, Jim Patterson, Vancouver, Branch Manager, Gerald Cass, St. John Salesman; Art Quintel, Montreal Booker, Reg. March, St. John Branch Manager; Victor Beattie, Toronto Branch Manager; Dawson Exely, Toronto Salesman, Gordon Lightstone, Jr., Toronto Salesman, Harry Wiseman, James Powis, Bill Turrell, Toronto Bookers, Bill Reed, Bob Cringan, Calgary Branch Manager and J. Gow, Calgary Salesman.

New! . . .
FOR EXTRA XMAS PROFITS!
Use our Xmas Merchant Greeting Trailer! Available in English and French.
Write For Details
Film Trailer Service
ORDER NOW! — FROM
250 VICTORIA ST. TORONTO
157 RUPERT ST. WINNIPEG

By MAX CHIC

Dick Pitt's article which we quote, is sage advice to all of us in the industry. He is TOA Director of Public Relations.

We are always complaining about bad press notices, about the fact that the members of the Fourth Estate do not understand us—but—are you sure you understand them?

Certainly, generally speaking, he knows very little about your business and your problems. But, just as certainly, you know very little about his business and his problems.

The answer should be fairly simple. Get acquainted. Know each other — understand each other. Understanding invariably means good press relations.

It's the nature of the beast, so to speak — and it's his job — to gather news, whether it is in the field of entertainment, politics, sports, or what have you.

You can wine and dine a newspaper man—and make him feel that possibly there is some compensation for his small salary after all—but, if you really want to get on the *inside* track with him, or his editor, *provide him with news.* Call him on *news* tips, even if they don't concern your business.

Remember also that yours is a long-range program. You cannot afford to be insidious. You must be honest and sincere. Don't antagonize the critter. Try to educate him—help him get the "feel" of your paying customers. Treat him as an equal.

Don't plant resentment in him by putting him on the carpet because of a bad review. Sometimes he's right. If he is, tell him so. And in a left-handed way, sometimes, if you know him well enough, you can tell him when he's wrong. But for Pete's sake don't tell him how to run his business, even though frequently he tries to tell you how to run yours.

Quote him in lobby displays and in newspaper ads. That's a wonderful feeling to a critic. I don't care how big or how small he is. I know I used to get a big charge out of walking by a theatre and seeing a lobby display saying: "Dick Pitts says this is a must-see picture," or words to that effect.

Although in recent years, other means of communication have taken slaps at the importance of newspapers in molding public opinion, the editorial pages should not be underrated.

RCA Developes New Color Theatre TV

A projection system developed by the Radio Corporation of America for the showing on theatre screens of television pictures in color as well as in black and white was described to the Society of Motion Picture and Television Engineers meeting in Hollywood.

The color images have "good resolution and brightness" when shown on an "embossed aluminized" screen measuring fifteen by twenty feet, according to the technical report prepared by L. L. Evans and R. V. Little, RCA theatre equipment engineers, and read by John Volkman. The projection system is in operation at the National Broadcasting Company Color Studio in Brooklyn, New York.

Basically, the development is an adaption of the RCA monochrome TV projection equipment being used by "almost 100 theatres," it was said. The new method has two additional optical systems, making a total of three, to accommodate the three primary colors.

A decoder unit was described as being the "heart" of the system. It "extracts" the color information from the incoming video signal and combines it in proper proportion with the brightness information in the video signal to form the red, green and blue signals. These signals in turn operate the equipment's three TV picture tubes.

It was not indicated when the new projection system would be made available for theatre installation.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Broken Lance (20th-Fox) C'Scope and De Luxe Color with Spencer Tracy.

SHEA'S & NORTOWN
Third week. The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

UNIVERSITY & EGLINTON
King Richard and the Crusaders (WB) C'Scope and WarnerColor with Rex Harrison.

ODEON
Woman's World (20th-Fox) C'Scope and Technicolor with Clifton Webb.

HYLAND & CHRISTIE
Eighth week. Doctor in the House (JARO) with Dirk Bogarde.

INTERNATIONAL CINEMA
Third week. Pickwick Papers (IFD) with Hermione Gingold.

UPTOWN
Bengal Brigade (EU) Technicolor with Rock Hudson and Arlene Dahl.

LOEW'S
Brigadoon (MGM) C'Scope and Color with Gene Kelly.

DOWNTOWN
Southwest Passage (UA) and Khyber Patrol (UA).

MONTREAL

CAPITOL
Second week. On the Waterfront (Col.) with Marlon Brando.

LOEW'S
Rear Window (Para.) Technicolor with James Stewart.

PALACE
Second week. Seven Brides for Seven Brothers (MGM) C'Scope & color with Jane Powell.

PRINCESS
Southwest Passage (UA) Color with Rod Cameron.

KENT
The Country Parson (Peerless) with John Beal.

AVENUE
Doctor in the House (JARO) Technicolor with Dirk Bogarde.

VANCOUVER

CAPITOL
Third week. Seven Brides for Seven Brothers (MGM) C'Scope and Color with Jane Powell.

ORPHEUM
The High and the Mighty (WB) S'Cope and WarnerColor with John Wayne.

VOGUE
The Caine Mutiny (Col.) Technicolor with Humphrey Bogart.

STUDIO
Second week. Julius Caesar (MGM) with Marlon Brando and James Mason.

DUNBAR
Seventh week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

PLAZA
Naked Alibi (E-U) and Take it Big (Para.).

PARADISE
The Law vs. Billy the Kid Col.) and Convicted (Col.).

WINNIPEG

CAPITOL
Seven Brides for Seven Brothers (MGM) C'Scope and Color with Jane Powell and Howard Keel.

LYCEUM
Princess of the Nile (20th-Fox) Technicolor withr Debra Paget.

MET
Broken Lance (20th-Fox) C'Scope and Color by De Luxe, with Spencer Tracy.

ODEON
Third week. Magnificent Obsession (E-U) Technicolor with Jane Wyman.

GARRICK
Third week. The High and the Mighty (WB) C'Scope and WarnerColor with John Wayne.

OSBORNE CINEMA
The Living Desert (RKO) Technicolor.

ST. JOHN

STRAND
On the Waterfront (Col.) with Marlon Brando.

CAPITOL
The Gambler from Natchez (20th-Fox) Technicolor with Dale Robertson.

KENT
Broken Lance (20th-Fox) and Princess of the Nile (20th-Fox).

PARAMOUNT
Roque Coo (MGM) with Robert Taylor and Janet Leigh.

CALGARY

CAPITOL
Seven Brides for Seven Brothers (MGM) S'Cooe and Color with Jane Powell.

PALACE
Third week. Rear Window (Para.) Technicolor with James Stewart.

UPTOWN
Dragnet (WB) WarnerColor with Jack Webb.

GRAND
King Richard and the Crusaders (WB) C'Scope and WarnerColor with Rex Harrison.

Important lead role for **Michael Redgrave** in the latest **Jaro** production "The Night My Number Came Up" . . . **United Artists** have completed the filming in Venice, Italy of "Summertime," film version of the Broadway hit "The Time of the Cuckoo," picture features **Katherine Hepburn** and **Rossano Brazzi** . . . **Martine Carol,** French star, pens contract with **20th-Fox,** and will make her first appearance in Hollywood adaptation of **Cole Porter's** "Can-Can" . . . **Robert Taylor** and **Jose Greco** slated for **M.G.M.'s** "The Trial" . . . Husband and wife team of **Jean Simmons** and **Stewart Granger** to co-star in the **Columbia** release "Deadlock," which is being shot in England . . . **Rosalind Russell** signs **Eddie Albert** for her **Independent Artists'** production "The Girl Rush" . . . It's **Rock Hudson** for the male lead opposite **Anne Baxter** in "Tacey Cromwell," which **Universal** will start shooting next month . . . **Robert Mitchum** signs with the **Gregory-Goldman Enterprises** for their first picture "The Naked And The Dead" . . . **Jack Buchanan** to star in **Jaro's** "As Long As They're Happy," his first British film in fifteen years, this adaptation of the stage play is to be filmed in **VistaVision** and **Eastman Color** . . . **Paramount** announces first short subject in **VistaVision,** "VistaVision Visits Norway," which will be released in time to play with "White Christmas" making an all-**VistaVision** program . . . **Columbia's** "Creature With The Atom Brain," went before the cameras October 26th, this science-fiction thriller will be directed by **Edward L. Cahn** . . . **Anne Francis** added to cast of **Metro's** "The Scarlet Coat," joining **Cornel Wilde** and **Michael Wilding** . . . **Joy Page,** daughter of **Jack L. Warner** set by **Universal** for "The Shrike" . . . **Clifton Webb** to do dramatic role for **20th-Fox** in "Lord Vanity" . . . Change of title for **Universal's** "Abbott And Costello Meet The Keystone Kops," to "A. & C. As The Stuntmen" . . . **Doris Day** has completed filming of "Young At Heart," for **Warners.**

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of the mediterranean
and the pool of London
enacts the tense story
of international dope smuggling.

forbidden cargo

Nigel Patrick Elizabeth Sellars Terence Morgan
Greta Gynt and Jack Warner

Written and Produced by SYDNEY BOX Directed by HAROLD FRENCH

An exciting five-star cast in an exciting five-star thriller of Suspense, Action, Glamour, Intrigue and Danger.

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